



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

## Contract # 847406

**Schedule Dates** 10/30/12-11/05/12  
**Advertiser** American Crossroads (33954)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - Ballot Issue (1195)  
**Brand** 694/BALLOT (175419)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6428 /  
**CPE** 11/27/694  
**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/08/12  
**Last Modified** 11/05/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06244817  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,273.75  
**Net Total** \$35,551.25  
**Sales Tax**

### Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Nov. 2012	66	\$41,825.00
<b>Grand Total:</b>	<b>66</b>	<b>\$41,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	10A- 11A (ET)						1			1	\$300.00	\$300.00	Charlotte (WCNC) (WCNC)	TODAY SHOW 10A	8/8/12
2.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	11P- 11:34P (ET)						1			1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
3.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	11A- 11:59A (ET)						1			1	\$240.00	\$240.00	Charlotte (WCNC) (WCNC)	CHARLOTTE TODAY	8/8/12
4.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3P- 4P (ET)						1			1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	JUDGE JUDY	8/8/12
5.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	4P- 4:59P (ET)						1			1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	4:00 PM NEWS	8/8/12
6.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	5:29P- 5:59P (ET)						1			1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
7.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5:59P- 6:30P (ET)						1			1	\$900.00	\$900.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	8/8/12
8.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	6:59P- 7:30P (ET)						1			1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12
9.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	6:58A- 9A (ET)						1			1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/8/12
10.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	7:30P- 7:58P (ET)						1			1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12
11.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	9A- 10A (ET)						1			1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	8/8/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10A- 11A (ET)		1							1	\$300.00	\$300.00	Charlotte (WCNC) (WCNC)	TODAY SHOW 10A	8/8/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11:34P- 12:37A (ET)		1							1	\$375.00	\$375.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	8/8/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11A- 11:59A (ET)		1							1	\$240.00	\$240.00	Charlotte (WCNC) (WCNC)	CHARLOTTE TODAY	8/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WCNC  
1001 Wood Ridge Center Dr.  
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<b>Grand Total:</b>	<b>66</b>	<b>\$41,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11:59A- 12:30P (ET)		1							1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	MIDDAY NEWS	8/8/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	4P- 4:59P (ET)		1							1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	4:00 PM NEWS	8/8/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:59P- 5:29P (ET)		1							1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	8/8/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	4:58A- 5:58A (ET)		1							1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12
19.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:29P- 5:59P (ET)		1							1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:58A- 6:58A (ET)		1							1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12
21.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	6:59P- 7:30P (ET)		1							1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	6:58A- 9A (ET)		1							1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/8/12
23.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	7:30P- 7:58P (ET)		1							1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- 10A (ET)		1							1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	8/8/12
25.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	11P- 11:29P (ET)							1		1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
26.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6:59P- 7:30P (ET)							1			\$500.00		Charlotte (WCNC) (WCNC)	JEOPARDY-WKND	8/8/12
26.0.1	Closed Preempt	11/03/12															Charlotte (WCNC) (WCNC)	R-Programming/Exception - bacs- sports ran long	

## CONFIRMATION CONTRACT

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27.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	7:30P- 7:58P (ET)							1			\$500.00		Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12
27.0.1	Closed Preempt	11/03/12															Charlotte (WCNC) (WCNC)	R-Programming/Exception - bacs- sports ran long	
28.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	9A- 10A (ET)							1		1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	SAT NEWS @ 9A	8/8/12
29.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	11P- 11:34P (ET)								1		\$900.00		Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
29.0.1	Closed Preempt	11/04/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - NFL, NEWS AT 1130P	
30.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	8A- 9A (ET)								1	1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NBC SUNDAY TODAY	8/8/12
31.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	11P- 11:34P (ET)					1				1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
32.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	11:34P- 12:37A (ET)					1				1	\$375.00	\$375.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	8/8/12
33.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	11A- 11:59A (ET)					1				1	\$240.00	\$240.00	Charlotte (WCNC) (WCNC)	CHARLOTTE TODAY	8/8/12
34.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	11:59A- 12:30P (ET)					1				1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	MIDDAY NEWS	8/8/12
35.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	3P- 4P (ET)					1				1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	JUDGE JUDY	8/8/12
36.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	4:59P- 5:29P (ET)					1				1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	8/8/12
37.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	4:58A- 5:58A (ET)					1				1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12

## CONFIRMATION CONTRACT

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Nov. 2012	66	\$41,825.00
<b>Grand Total:</b>	<b>66</b>	<b>\$41,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
38.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	5:29P- 5:59P (ET)					1				1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
39.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5:58A- 6:58A (ET)					1				1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12
40.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	6:59P- 7:30P (ET)					1				1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12
41.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	6:58A- 9A (ET)					1				1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/8/12
42.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	9A- 10A (ET)					1				1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	8/8/12
43.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	10A- 11A (ET)			1						1	\$300.00	\$300.00	Charlotte (WCNC) (WCNC)	TODAY SHOW 10A	8/8/12
44.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	11P- 11:34P (ET)			1						1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
45.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	11A- 11:59A (ET)			1						1	\$240.00	\$240.00	Charlotte (WCNC) (WCNC)	CHARLOTTE TODAY	8/8/12
46.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	3P- 4P (ET)			1						1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	JUDGE JUDY	8/8/12
47.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	4P- 4:59P (ET)			1						1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	4:00 PM NEWS	8/8/12
48.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	4:58A- 5:58A (ET)			1						1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12
49.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	5:29P- 5:59P (ET)			1						1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
50.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	5:59P- 6:30P (ET)			1						1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	8/8/12
51.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	5:58A- 6:58A (ET)			1						1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12

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52.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	6:59P- 7:30P (ET)			1						1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12
53.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	6:58A- 9A (ET)			2						2	\$750.00	\$1,500.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/8/12
54.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	10A- 11A (ET)				1					1	\$300.00	\$300.00	Charlotte (WCNC) (WCNC)	TODAY SHOW 10A	8/8/12
55.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	11:34P- 12:37A (ET)				1					1	\$375.00	\$375.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	8/8/12
56.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	11A- 11:59A (ET)				1					1	\$240.00	\$240.00	Charlotte (WCNC) (WCNC)	CHARLOTTE TODAY	8/8/12
57.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	3P- 4P (ET)				1					1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	JUDGE JUDY	8/8/12
58.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	4P- 4:59P (ET)				1					1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	4:00 PM NEWS	8/8/12
59.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	4:59P- 5:29P (ET)				1					1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	8/8/12
60.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	4:58A- 5:58A (ET)				1					1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12
61.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	5:59P- 6:30P (ET)				1					1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	8/8/12
62.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	5:58A- 6:58A (ET)				1					1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12
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65.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	7:30P- 7:58P (ET)				1					1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12

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Alexandria, VA 22314-1576

**Contract #** 847406  
**Schedule Dates** 10/30/12-11/05/12  
**Advertiser** American Crossroads (33954)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - Ballot Issue (1195)  
**Brand** 694/BALLOT (175419)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6428 /  
**CPE** 11/27/694  
**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/08/12  
**Last Modified** 11/05/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06244817  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,273.75  
**Net Total** \$35,551.25  
**Sales Tax**

**Charlotte (WCNC) (WCNC)**

By Broadcast Month	Spots	Rate
Nov. 2012	66	\$41,825.00
<b>Grand Total:</b>	<b>66</b>	<b>\$41,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
66.0	M/G For 29.0.1 / SPOT	11/04/12-11/04/12	4	:30	11:30P- 12A (ET)								1	1	\$900.00	\$900.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/27/12
67.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	5:59P- 6:30P (ET)								1	1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)		11/5/12
68.0	Normal Line / Soccer	11/04/12-11/04/12	5	:30	3:30P- 7P (ET)								1	1	\$300.00	\$300.00	Charlotte (WCNC) (WCNC)		11/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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